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**WISCONSIN**  
FEDERAL MILK ORDER BULLETIN  
U. S. DEPT. OF AGRICULTURE  
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APR 16 1965  
for the Milwaukee, Northeastern  
and Madison Marketing Areas  
C. T. McCleery, Market Administrator

AUGUST 1964

### 1964 MOST SUCCESSFUL STATE FAIR

Participants, promoters, sponsors and management of Wisconsin's annual state fair, whatever their standard of success or excellence, seem to agree that this year's was the best, to date.

There was scarcely a feature of the fair which did not excel those in the past. Almost anything could be entered for competition, and was. The competition was said never to have been so tough and cattle which had won in other state and national competition failed to get better than second and third places here.

Figures reported for attendance and profit set new records. The total attendance for 1964 was 920,000. The 200 mile auto race also broke grandstand attendance figures with nearly 39,000 on hand. About 5,000 persons (to page 8)

### PRODUCER RECEIPTS AND CLASS I MILK IN THE MADISON MARKET

A matter of concern to producers supplying a fluid milk market is the amount of milk which a market is able to utilize in fluid form. Thus, quite common is the question, "How is our market doing in Class I sales?" The answer to this question may be found by reviewing the relationship of Class I producer milk to total producer receipts.

The Madison order did not become completely effective until June 1, 1962. Consequently, the data series is limited and particularly to comparatives. However, using June through December as a comparative period for 1962 and 1963, producer receipts were up by nine percent while the net Class I producer milk rose by twelve percent on a weighted average basis. (to page 8)

### — DATA IN BRIEF - FOR THE MAN IN A HURRY —

	<u>Milwaukee</u> <u>Order No. 39</u>		<u>Northeastern Wis.</u> <u>Order No. 45</u>		<u>Madison</u> <u>Order No. 51</u>	
<u>JULY 1964</u>						
Class I Price & Differential	\$3.75	7.0¢	\$3.61	7.2¢	\$3.75	7.0¢
Class II Price & Differential	\$3.12	6.7¢	\$3.12	6.7¢	\$3.12	6.7¢
Producer Price & Differential	\$3.64	6.9¢	\$3.46	7.0¢	\$3.61	6.9¢
Pounds of Producer Milk	67,239,886		36,490,787		19,145,819	
Percentage in Class I	81.7%		66.3%		76.0%	
<u>AUGUST 1964</u>						
Class I Price & Differential	\$3.96	7.0¢	\$3.82	7.2¢	\$3.96	7.0¢

# UNIFORM PRICES AND COMPUTATION

## PRODUCER PRICES FOR JULY 1964

Milwaukee Wisconsin Marketing Area  
Federal Order No. 39

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers for 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations.

The prices listed below do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of minimum requirements.

Name of Handler	Minimum Pay Price	B.F. Dif'l
Blochowiak Dairy	\$3.58	6.9¢
The Borden Co.	3.61	6.9
Cedarburg Dairy, Inc.	3.65	7.0
Christiansen's Dairy	3.80	7.0
Fairmont Foods Co.	3.71	7.0
Gehl Guernsey Dairy	3.51	6.9
Golden Guernsey Dairy	3.63	6.9
Harmony Dairy Products	3.50	6.9
Hawthorn-Mellody Farms	3.69	7.0
Healthway Dairy, Inc.	3.73	7.0
Home Dairy	3.77	7.0
Keystone Farms	3.67	7.0
Krueger Dairy	3.73	7.0
McFarlands' Farm Dairy	3.76	6.9
Milk Producers Coop.	3.63	6.9
Mullen's Dairy	3.61	6.9
Progressive Dairy Prod.	3.75	7.0
Pure Milk Association	3.76	7.0
Roets Home Dairy	3.71	7.0
Schroeder Dairy	3.69	7.0
Sealtest Foods	3.59	6.9
Vande Kolk Dairy	3.71	7.0
Warren Dairy	3.76	7.0
Wayside Dairy	3.75	7.0
West Side Dairy, Inc.	3.71	7.0

WEIGHTED AVERAGE 6.9¢

Weighted Average of Producer  
Prices for Information Purposes: \$3.64

JULY 1964

Producer Milk in Class I

Producer Milk in Class II

Total Milk and Value Before Adjustments

Adjustments for Value of:

Overage Deducted from Classes I & II  
Beginning Inventory Reclassification  
Other Source Milk Deducted from Class I  
Butterfat More or Less than 3.5 Percent  
Plant Location Differentials  
Half of Producer-Equalization Fund

Aggregate Value and Average Price

Reserve to Producer-Equalization Fund

Uniform Price to Producers for 3.5% Milk

\* Subject to location differentials. These minimum pay

## MANUFACTURING PRICES AND

Year and Month	92Score Butter Chicago	Cheddar Cheese Wis.	Spray Dry Skim	Basic Formula Price	Handler B'fat Dif'l C.I* C.II
1963	cents	cents	cents	dol.	cents
July	57.97	34.12	14.15	3.08	7.0 6.7
Aug.	57.97	34.25	14.18	3.09	7.0 6.7
Sep.	59.70	34.25	14.24	3.10	7.0 6.9
Oct.	58.48	34.50	14.25	3.12	7.2 6.7
Nov.	58.09	35.00	14.24	3.15	7.0 6.7
Dec.	58.01	35.12	14.24	3.16	7.0 6.7
1964					
Jan.	57.97	35.25	14.32	3.16	7.0 6.7
Feb.	57.97	35.12	14.26	3.17	7.0 6.7
Mar.	57.97	34.19	14.25	3.16	7.0 6.7
Apr.	57.97	33.81	14.19	3.15	7.0 6.7
May	57.97	33.70	14.22	3.12	7.0 6.7
June	57.97	33.75	14.24	3.12	7.0 6.7
July	58.00	33.75	14.23	3.11	7.0 6.7
Aug.				3.12	7.0

\* Exception, Order No. 45 is 7.2¢ thru Sep. '63; Oct. '63 7.5¢  
Nov. '63 thru Jan. '64 7.3¢; Feb. thru Aug. '64 7.2¢.



# OTHER PRICE DATA

## OF UNIFORM PRICES

Northeastern Wisconsin Marketing Area Federal Order No. 45				Madison Wisconsin Marketing Area Federal Order No. 51			
Pounds of Milk	Average B'fat Test	Price at Test	VALUE	Pounds of Milk	Average B'fat Test	Price at Test	VALUE
24, 196, 997	3.560686	\$3.655008	\$884, 402. 15	14, 551, 818	3.433097	\$3.665140	\$533, 344. 52
<u>12, 293, 790</u>	<u>3.556308</u>	<u>3.157726</u>	<u>388, 204. 19</u>	<u>4, 594, 001</u>	<u>3.700783</u>	<u>3.254524</u>	<u>149, 512. 87</u>
36, 490, 787			\$1, 272, 606. 34	19, 145, 819			\$682, 857. 39
			258. 19				494. 76
			489. 45				16. 22
			-				-
			-15, 124. 49				353. 03
			-328. 29				6, 919. 77
			<u>19, 618. 51</u>				<u>8, 546. 09</u>
		\$3.500938	\$1, 277, 519. 71			\$3.651906	\$699, 187. 26
		<u>.040938</u>	<u>-14, 938. 48</u>			<u>.041906</u>	<u>-8, 023. 18</u>
		<u>\$3.46*</u>	\$1, 262, 581. 23			<u>\$3.61*</u>	\$691, 164. 08

prices do not include any premium payments which may be paid by handlers.

## FEDERAL ORDER PRICES FOR WISCONSIN AREAS - NO. 39, NO. 45, NO. 51

Class I Price Differentials			Supply-Demand Adjustments			Class I Prices			Uniform Prices to Producers** and Producer Butterfat Differentials					
No.39	No.45	No.51	No.39	No.45	No.51	No.39	No.45	No.51	Milwaukee		Northeast		Madison	
cents			cents			dollars			dol. cents		dol. cents		dol. cents	
88	74	88	-24	-24	-24	3.72	3.58	3.72	3.64	7.0	3.45	7.0	3.56	6.9
108	94	108	-24	-24	-24	3.93	3.79	3.93	3.84	7.0	3.59	7.0	3.75	6.9
108	94	108	-24	-24	-24	3.94	3.80	3.94	3.84	7.0	3.56	7.1	3.76	7.0
108	94	108	-24	-20	-24	3.96	3.86	3.96	3.88	7.1	3.61	7.2	3.82	7.1
108	94	108	-24	-24	-24	3.99	3.85	3.99	3.89	7.0	3.56	7.0	3.84	6.9
88	74	88	-24	-24	-24	3.80	3.66	3.80	3.69	6.9	3.42	7.0	3.62	6.9
88	74	88	-24	-24	-24	3.80	3.66	3.80	3.70	6.9	3.44	7.0	3.62	6.9
88	74	88	-24	-24	-24	3.81	3.67	3.81	3.71	6.9	3.45	7.0	3.65	6.9
68	54	68	-24	-24	-24	3.60	3.46	3.60	3.50	6.9	3.31	7.0	3.47	6.9
68	54	68	-24	-24	-24	3.59	3.45	3.59	3.50	6.9	3.30	7.0	3.44	6.9
68	54	68	-24	-24	-24	3.56	3.42	3.56	3.46	6.9	3.27	7.0	3.39	6.9
68	54	68	-24	-24	-24	3.56	3.42	3.56	3.47	6.9	3.28	7.0	3.42	6.9
88	74	88	-24	-24	-24	3.75	3.61	3.75	3.64	6.9	3.46	7.0	3.61	6.9
108	94	108	-24	-24	-24	3.96	3.82	3.96						

\*\* Weighted averages are shown for Milwaukee and all markets when base and excess prices are in effect.

## UTILIZATION AND CLA

FEDERAL ORD

## — MILWAUKEE MARKET NO. 39 —

I T E M	July 1964		June 1964		July 1963	
	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
<b>CLASS I MILK</b>						
Packaged Products:						
Fluid Milk	42,663	3.5	42,406	3.5	43,095	3.5
Flavored Milk	1,274	3.5	1,265	3.5	1,259	3.5
2% Skim Milk, Solids Added	3,725	2.1	3,675	2.1	3,156	2.1
" " " , Plain	1,405	2.1	1,414	2.2	1,190	2.2
Skim Milk, Solids Added	1,903	.4	1,893	.3	1,757	.4
Plain Skim	1,001	.7	1,003	.8	970	.7
Buttermilk	821	.9	619	1.1	692	1.0
Flavored Milk Drink	205	.4	213	.5	205	.7
Half & Half	1,063	12.4	1,024	12.4	1,005	12.4
Light Cream	46	19.0	41	18.8	49	19.2
Whipping Cream	172	32.6	223	33.0	190	33.1
Cultured Cream	321	19.1	265	19.0	250	18.7
Subtotal	54,599	3.5	54,041	3.5	53,818	3.5
Bulk Sales to Nonhandlers	283	3.6	203	3.5	315	3.5
Unaccounted for Milk	216	6.0	194	9.7	185	6.4
Total Utilized in Class I	55,098	3.5	54,438	3.5	54,318	3.5
Nonpool Receipts*	-135	4.9	-97	6.0	-354	4.8
<b>CLASS I - PRODUCER MILK</b>	54,963	3.5	54,341	3.5	53,964	3.5
<b>CLASS II MILK</b>						
Bakeries et al.	114	11.6	122	13.7	110	14.1
Cottage Cheese	5,062	.9	4,616	.9	4,524	.9
Cheese	3,041	3.3	4,055	3.4	1,243	3.2
Butter	938	6.2	2,368	5.6	474	8.5
Evap., Cond., & Pwd.	1,926	4.5	4,304	3.5	1,792	3.0
Ice Cream & Mixes	3,140	10.9	2,626	10.9	2,892	9.5
Livestock Feed	87		78		80	
Dumped Products	14		-		3	
Skim Equiv. Fort. Prod.	1,241		1,216		1,119	
Ending Inventory	4,516	4.0	4,810	3.9	5,105	3.8
Shrinkage	909	3.0	820	3.5	998	2.7
Total Utilized in Class II	20,988	4.1	25,015	3.9	18,340	3.7
Nonpool Receipts*	-8,711	4.4	-9,209	4.2	-8,932	3.9
<b>CLASS II - PRODUCER MILK</b>	12,277	3.8	15,806	3.8	9,408	3.6
<b>TOTAL PRODUCER RECEIPTS</b>	67,240	3.6	70,147	3.6	63,372	3.5

NOTE: Bakeries et al. includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amounts of eggnog during off-season months.

## CLASSIFICATION OF MILK

ORDERS 39, 45, 51

## — NORTHEASTERN MARKET NO. 45 —

July 1964		June 1964		July 1963	
Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat

19,595	3.4	17,376	3.4	20,499	3.4
799	3.5	679	3.5	792	3.5
1,041	2.0	808	2.1	536	2.1
208	1.9	265	1.9	258	1.8
682	.3	628	.3	764	.5
601	.4	599	.4	580	.5
342	.7	270	.8	326	.8
85	.9	77	1.0	80	.7
470	12.8	406	12.9	510	12.8
5	22.6	5	24.2	9	21.6
95	35.1	160	34.9	107	34.6
102	18.8	89	19.2	91	18.8
24,025	3.5	21,302	3.6	24,552	3.6

241	3.6	195	3.6	147	4.6
129	9.6	163	4.5	110	6.0
24,395	3.6	21,660	3.6	24,809	3.6

-198	3.5	-2	3.9	-209	3.7
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24,197	3.6	21,658	3.6	24,600	3.6
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-	-	-	-	-	-
2,609	1.0	2,358	1.0	2,432	.9
5,844	3.4	10,440	3.5	10,301	3.4
279	34.3	570	35.2	910	38.0
2,167	.2	5,285	.4	7,901	
2,305	7.2	1,975	6.8	2,372	6.9
85		80		73	
81		10		11	
586		514		502	
2,278	3.9	2,346	4.1	2,098	4.5
518	4.6	581	3.8	549	3.4
16,752	3.6	24,159	3.6	27,149	3.7

-4,458	3.7	-4,280	3.5	-16,006	3.8
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12,294	3.6	19,879	3.6	11,143	3.5
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36,491	3.6	41,537	3.6	35,743	3.6
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## — MADISON MARKET NO. 51 —

July 1964		June 1964		July 1963	
Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat

10,457	3.4	9,580	3.4	10,107	3.4
468	3.8	429	3.7	427	3.8
2,123	2.1	2,060	2.1	1,950	2.1
-	-	-	-	-	-
677	.8	657	.8	626	.8
59	.3	57	.3	62	.3
243	1.6	189	1.6	216	1.6
3	.4	2	.5	8	2.5
378	12.2	350	12.2	355	12.0
5	22.2	5	25.5	5	23.3
51	34.0	58	34.3	50	34.9
53	19.4	47	19.3	48	21.9
14,517	3.4	13,434	3.5	13,854	3.5

710	4.0	1,135	3.8	44	3.5
75	3.3	51	11.2	114	2.0
15,302	3.5	14,620	3.5	14,012	3.5

-750	4.3	-671	4.2	-783	3.6
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14,552	3.4	13,949	3.5	13,229	3.5
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5	28.2	5	27.7	2	37.7
1,392	.9	1,259	.9	1,065	1.0
1,079	2.8	1,838	2.8	1,414	2.6
201	34.0	423	35.8	204	34.5
1,438		3,175		1,536	
1,624	7.7	1,146	7.3	1,588	7.6
97		85		71	
-	-	-	-	-	-
430		444		569	
1,165	4.2	1,247	3.9	1,310	4.0
348	1.9	306	2.3	300	1.7
7,779	3.8	9,928	3.6	8,059	3.7

-3,185	3.8	-3,116	3.4	-3,153	3.9
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4,594	3.7	6,812	3.7	4,906	3.6
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19,146	3.5	20,761	3.5	18,135	3.5
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\* Includes, whenever applicable, receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and discrepancies between reported interhandler transfers.

## **CLASS I AND RECEIPTS BY MONTHS**

POUNDS OF PRODUCER MILK IN CLASS I, ITS PERCENTAGE TO TOTAL PRODUCER MILK WITH TOTALS FOR PRODUCER MILK AND FOR OTHER SOURCE MILK BY WISCONSIN MARKETS

Year and Month	MILWAUKEE, No. 39				NORTHEASTERN, No. 45				MADISON, No. 51			
	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk
	Mil. #	%	Mil. #		Mil. #	%	Mil. #		Mil. #	%	Mil. #	
<b>1963</b>												
July	54.0	85.2	63.4	3.6	24.6	68.8	35.7	13.5	13.2	73.0	18.1	2.6
Aug.	56.0	88.0	63.7	3.5	23.8	68.1	35.0	12.2	13.6	76.7	17.7	2.5
Sep.	55.4	87.4	63.4	3.8	23.0	64.8	35.5	10.0	14.0	76.7	18.2	1.7
Oct.	61.5	89.6	68.6	3.8	24.8	65.9	37.7	2.5	16.8	82.0	20.5	1.9
Nov.	58.7	87.7	66.9	3.0	23.5	58.5	40.2	4.3	16.0	80.7	19.8	1.6
Dec.	58.2	82.0	71.0	3.1	23.1	53.2	43.3	4.4	15.0	71.1	21.1	1.8
<b>1964</b>												
Jan.	61.2	83.5	73.4	3.4	24.5	55.0	44.7	5.0	16.0	71.3	22.4	1.8
Feb.	58.0	82.3	70.6	3.4	23.2	57.4	40.4	1.2	15.7	72.5	21.6	1.7
Mar.	59.6	78.8	75.7	3.5	23.7	54.2	43.7	1.3	16.3	70.9	23.1	2.0
Apr.	59.1	81.3	72.7	3.5	23.6	55.6	42.5	1.5	15.1	68.3	22.1	1.9
May	58.0	77.5	74.8	3.6	23.2	52.2	44.4	1.5	13.9	60.9	22.9	2.2
June	54.3	77.5	70.1	3.6	21.7	52.1	41.5	1.7	13.9	67.2	20.8	2.3
July	55.0	81.7	67.2	3.9	24.2	66.3	36.4	2.3	14.6	76.0	19.1	2.7

## **FARM NUMBERS AND DELIVERIES**

NUMBER OF FARMS AND AVERAGE DAILY DELIVERIES PER FARM BY WISCONSIN MARKETS

Year and Month	MILWAUKEE				NORTHEASTERN				MADISON			
	Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm	
	'63	'64	'63	'64	'63	'64	'63	'64	'63	'64	'63	'64
Jan.	2270	2247	990	1056	1374	1421	940	1014	615	642	1028	1125
Feb.	2261	2235	1006	1092	1371	1341	952	1038	651	641	1023	1163
Mar.	2257	2224	1010	1041	1360	1335	959	1055	650	640	1025	1163
Apr.	2243	2211	1019	1100	1355	1334	971	1063	645	635	1047	1158
May	2214	2185	1033	1106	1355	1333	979	1075	639	633	1086	1167
June	2209	2173	1011	1078	1415	1319	976	1050	621	628	1053	1102
July	2222	2177	927	993	1417	1323	814	890	633	635	924	973
Aug.	2241		927		1417		797		639		892	
Sep.	2263		946		1438		822		650		933	
Oct.	2276		984		1361		894		646		1022	
Nov.	2259		993		1447		927		643		1028	
Dec.	2256		1021		1447		966		643		1056	
Avg.	2248		989		1396		916		640		1010	



## COMPARATIVE STATISTICS

### SELECTED DATA COMPARISONS, WISCONSIN MARKETS

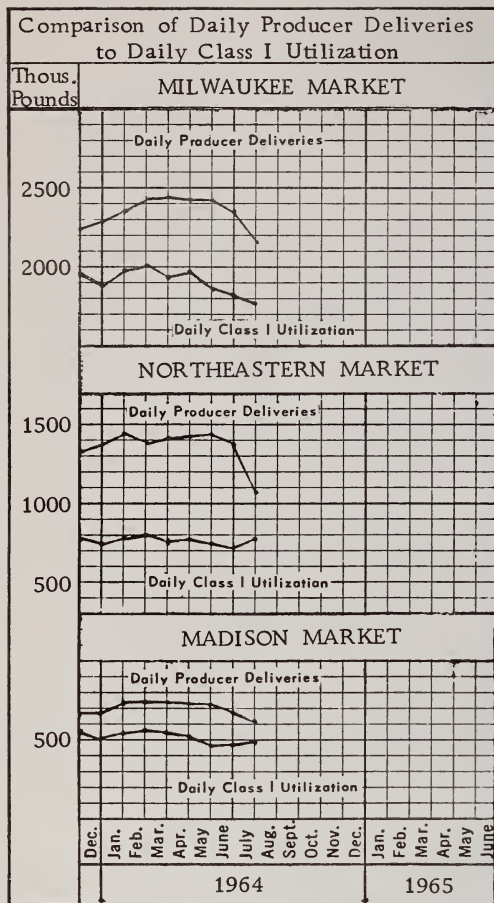
	Order No. 39			Order No. 45			Order No. 51		
	July '64	'63	Com- parison	July '64	'63	Com- parison	July '64	'63	Com- parison
Average Daily:									
Producer Milk, thous. lbs.	2169	2044	+6.1%	1177	1153	+2.1%	618	585	+5.6%
Other Receipts " "	125	135		74	435		127	127	
Gross Class I " "	1777	1752	+1.4%	787	800	-1.6%	494	452	+9.3%
Gross Class II " "	677	592	+14.4%	540	876	-38.4%	251	260	-3.5%
Deliveries per Farm, lbs.	993	927	+7.1%	890	814	+9.3%	973	924	+5.3%
Number of Farms	2177	2222	-45	1323	1417	-94	635	633	+2
Avg. Test of Prod. Milk, %	3.58	3.55		3.56	3.57		3.50	3.50	
Number of Handlers:									
Pool Plants	25	25	-	64	65	-1	20	20	-
Other Handlers	5	5	-	7	9	-2	9	10	-1
Producer Milk in Class I, %	81.7	85.2		66.3	68.8		76.0	73.0	
Shrinkage to Total Receipts:									
Product Pounds, %	1.42	1.58		1.67	1.34		1.64	1.76	
Butterfat Pounds, %	1.39	1.46		2.63	1.43		.96	.85	

## NEARBY FEDERAL ORDER DATA

### PRODUCER MILK, TOTAL AND CLASS I, AND RELATED PRICES - JULY 1964

Market	Producer Milk	Class I Milk	Class I Price 3.5% Milk	Producer Price 3.5% Milk
	thous. lbs.	thous. lbs.	\$ per cwt.	\$ per cwt.
Chicago, No. 30	467,232	187,617	3.77	3.48
Duluth-Superior, No. 69	13,691	7,520	4.26	3.65
Madison, No. 51	19,146	14,552	3.75	3.61
Mich. Upper Peninsula, No. 44	10,901	8,046	3.82	3.74
Milwaukee, No. 39	67,240	54,963	3.75	3.64
Minneapolis-St. Paul, No. 68	85,682	53,348	4.035	3.73
Northeastern Wisconsin, No. 45	36,491	24,197	3.61	3.46
Quad Cities-Dubuque, No. 63	19,082	12,851	3.97	3.69
Rock River Valley, No. 38	10,271	7,542	3.79	3.63
Southern Michigan, No. 40	304,195	171,205	3.90	3.52

NOTE: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.



## WISCONSIN FEDERAL MILK ORDER BULLETIN

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for the  
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and Madison Marketing Areas

This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with § 1039.74 of the Milwaukee Wisconsin marketing order, § 1045.75 of the Northeastern Wisconsin marketing order, and § 1051.77 of the Madison Wisconsin marketing order.

### State Fair, from page 1

were estimated to have stood in the infield after all seats were sold.

At times during the fair, all of the 12,000 parking spaces provided on the grounds were filled. Crowds are necessary to a successful fair and this year facilities for parking, access and egress were greatly improved.

### Madison Market, Continued from page 1

The percent of net Class I dispositions to producer receipts for this period was 72.55% in 1962 and 74.37% in 1963 on a weighted average basis. In 1963 the percent of net Class I disposition to producer receipts for the year was 74.56%, with a range from 60.50% in June to 82.03% in October.

The opportunities to maintain or increase Class I sales do not rest entirely upon the distribution of fluid milk products within a defined area. Fluid milk may be transferred to other areas if the opportunity exists, thus increasing the amount of Class I milk in the market.

There are three terms which are used quite often in reference to Class I milk. They are Gross Class I, Class I Packaged Utilization, and Class I Producer Milk. It is not always clear which term is being referred to and as a result different conclusions are sometimes drawn. For example an increase in Gross Class I could accompany a decrease in Class I producer milk under certain circumstances.

The above analysis was made with reference to Class I producer milk since it represents the amount to which the Class I price applies.

